

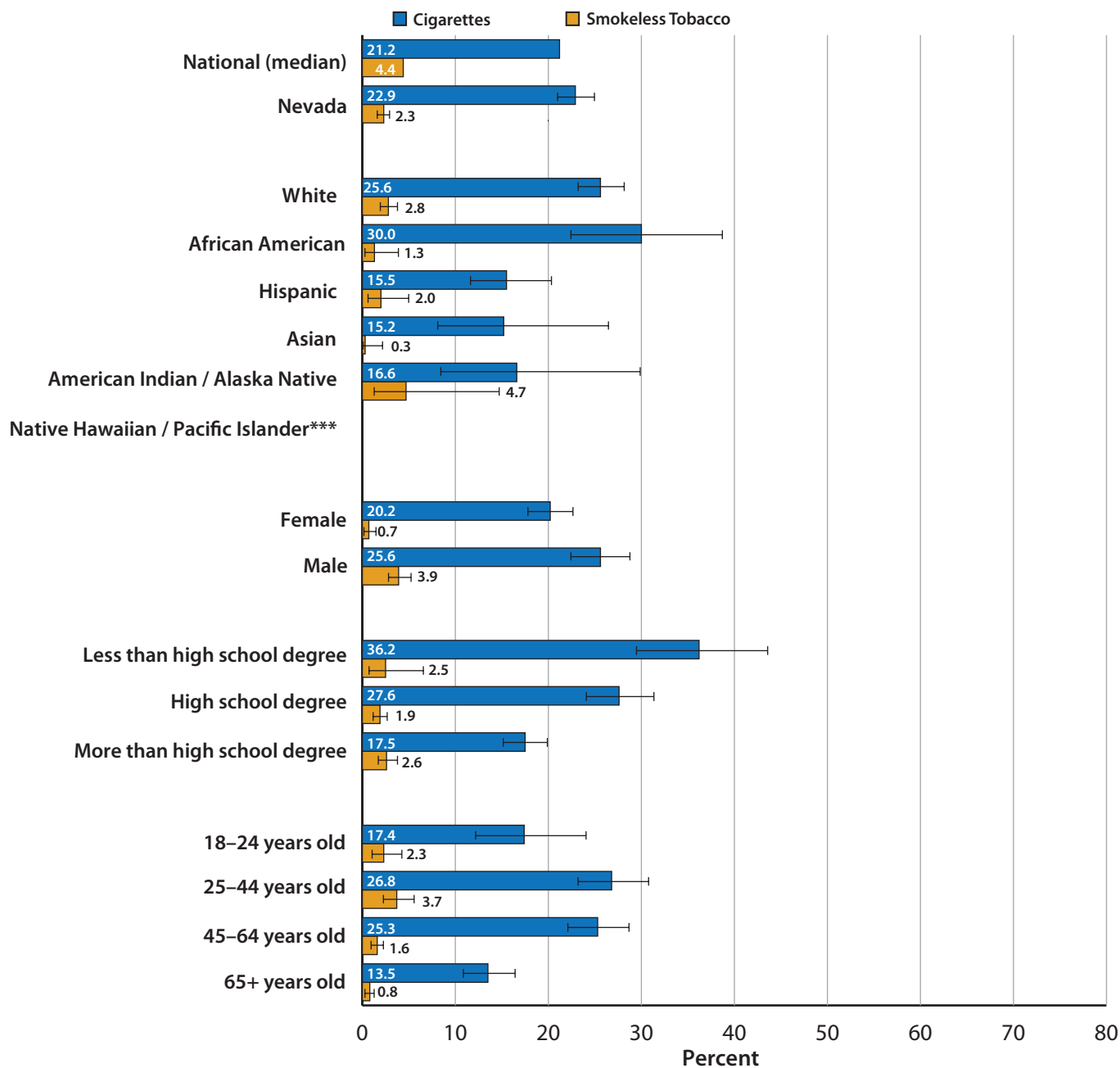
Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Nevada, the percentage of adults (ages 18+) who currently smoke cigarettes was 22.9% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Nevada ranked 35th among the states.

The percentage of adults who currently use smokeless tobacco was 2.3% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Nevada ranked 10th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



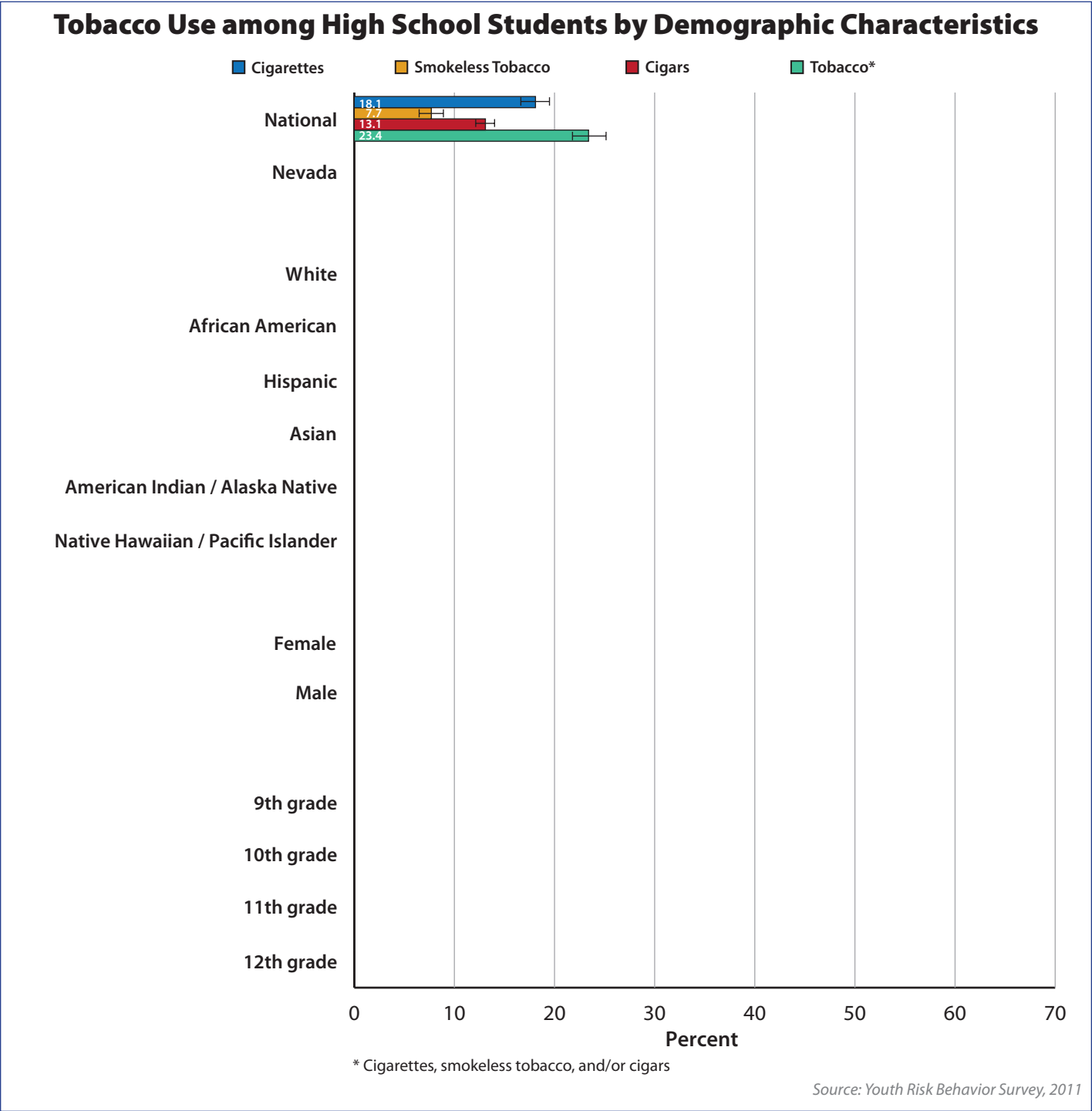
*** Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

Nevada had no reported YRBS data in 2011.



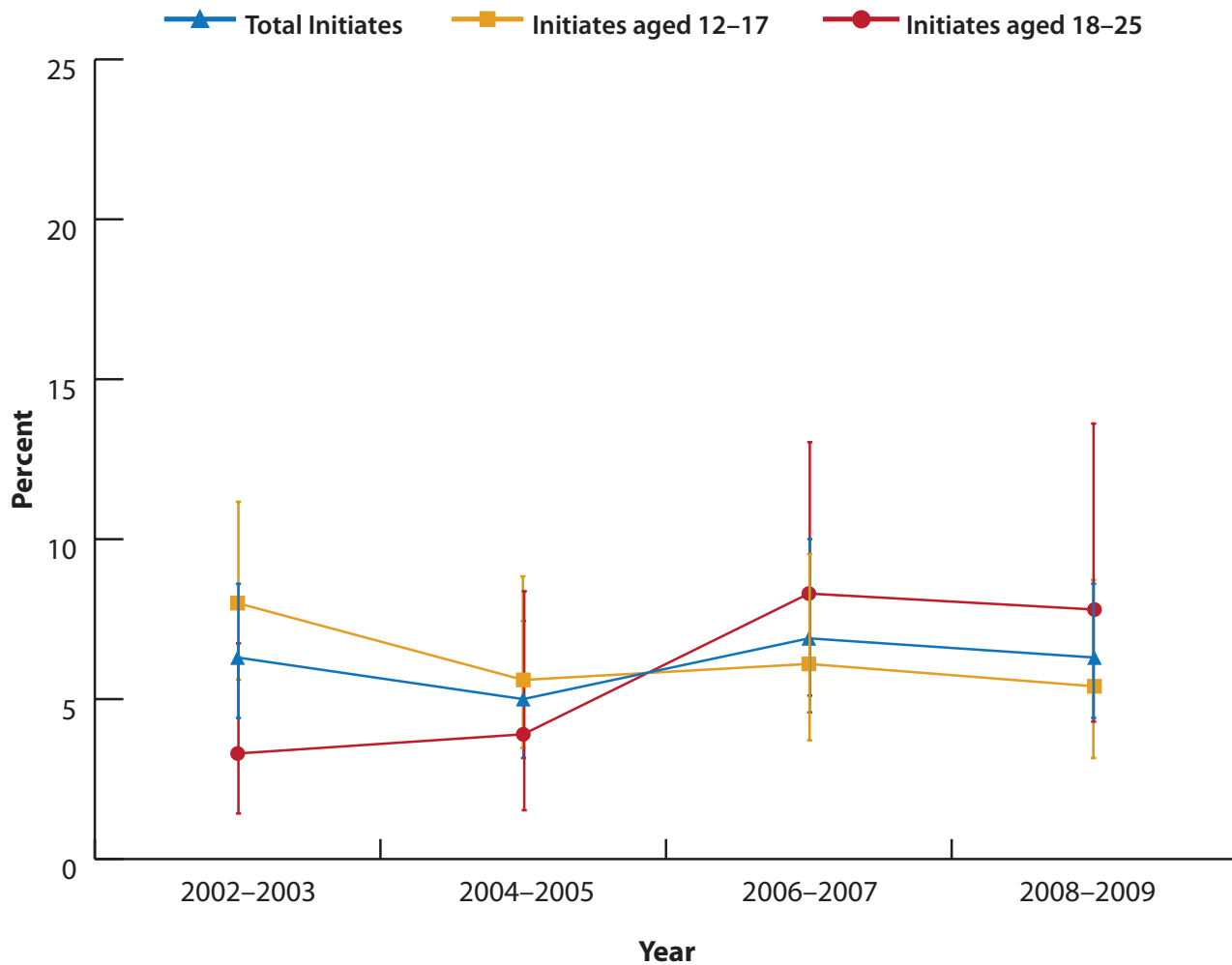
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Past-Year Cigarette Initiation

In 2008-2009, of all Nevada youth ages 12-17 who had never smoked, 5.4% smoked a cigarette for the first time in the past year. This ranked 13th in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 7.8% smoked a cigarette for the first time in 2008-2009. This ranked 22nd in the nation, with a range of 4.2%–14.7% among the states.

**Past-Year Cigarette Initiates among Persons Aged 12-25,
by Age of First Use: 2002-2009**



Source: National Survey on Drug Use and Health, 2002-2009

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Protect

Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Nevada than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Nevada was 67.4%, ranking 51st among the states.

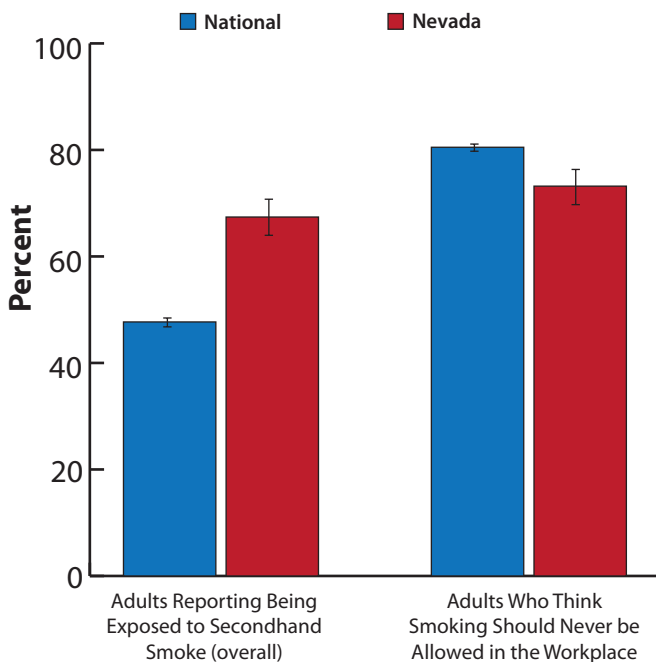
Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Nevada adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
67.4%	34.8%	11.1%	17.8%	55.7%

Source: National Adult Tobacco Survey, 2009–2010

Secondhand Smoke Exposure and Opinions about Smoking in the Workplace



Source: National Adult Tobacco Survey, 2009–2010

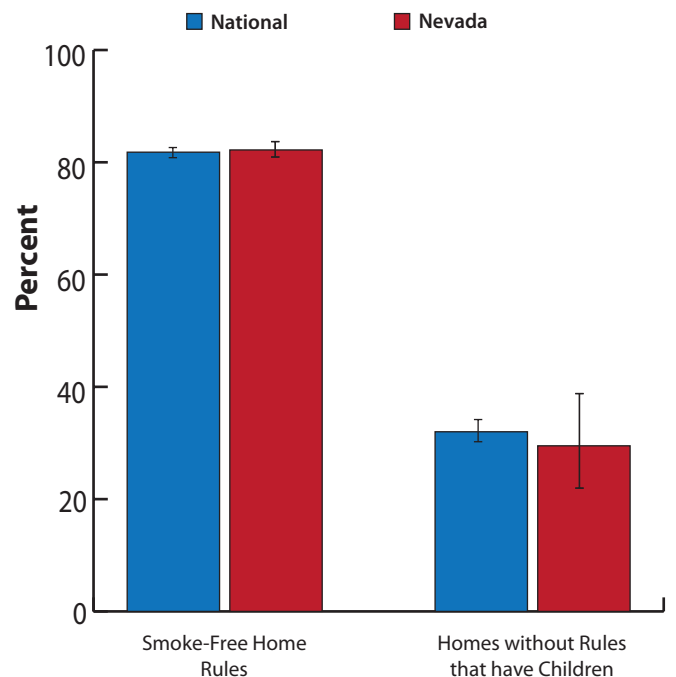
Opinions about Smoking in the Workplace

In 2009-2010, 73.2% of adults in Nevada thought that smoking should never be allowed in indoor workplaces, ranking 44th among the states.

Smoke-Free Home Rules

In 2009-2010, 82.2% of adults in Nevada reported that their homes had smoke-free home rules, ranking 23rd among the states. The percentage of homes without smoke-free home rules with children living in them was 29.5%, ranking 14th among the states.

Smoke-Free Home Rules and Homes without Rules that have Children







Source: National Adult Tobacco Survey, 2009–2010

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State Smoke-Free Policy

As of June 30, 2012, Nevada had a smoke-free law that prohibits smoking in indoor areas of workplaces and restaurants, but not bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 No	 Yes

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

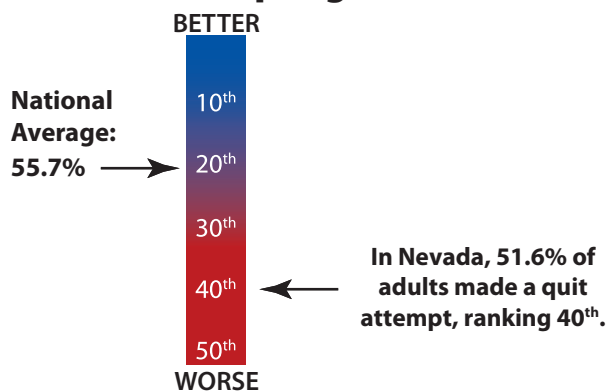
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 51.6% of Nevada adult smokers made a quit attempt in the past year, ranking 40th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Nevada quitline received 16,755 calls, and 1,333 tobacco users (an estimated 0.3% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications


In 2010, Nevada's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Nevada provided partial coverage for nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and no coverage for counseling (individual or group).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
Partial ^b	Partial ^b	Partial ^b	 No

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

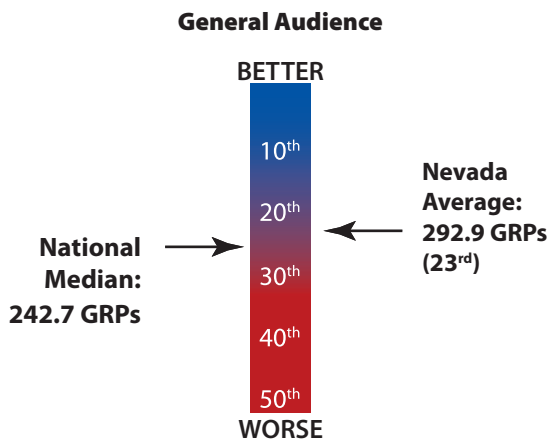
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Warn

Tobacco Counter-Marketing Media Intensity

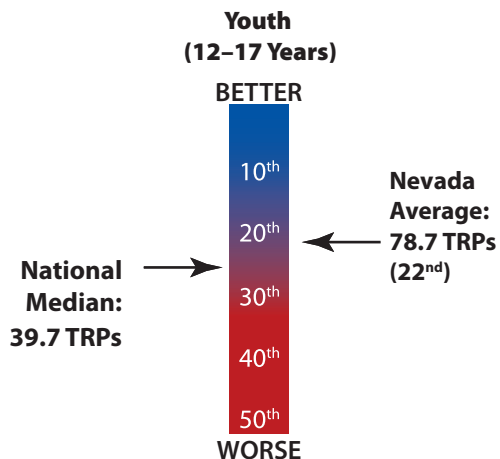
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Nevada had an average of 292.9 general audience GRPs and 78.7 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

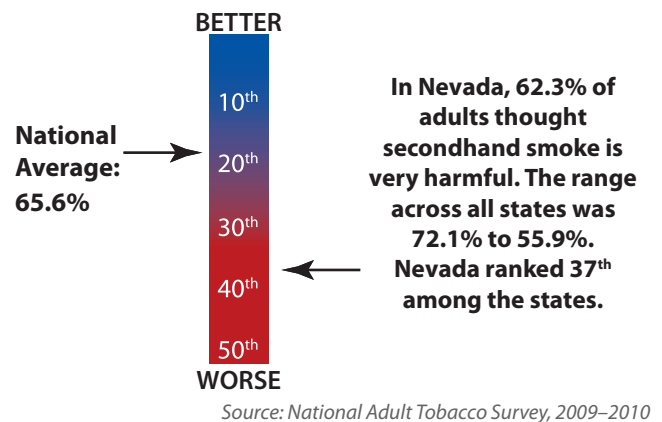


Source: CDC/OSH

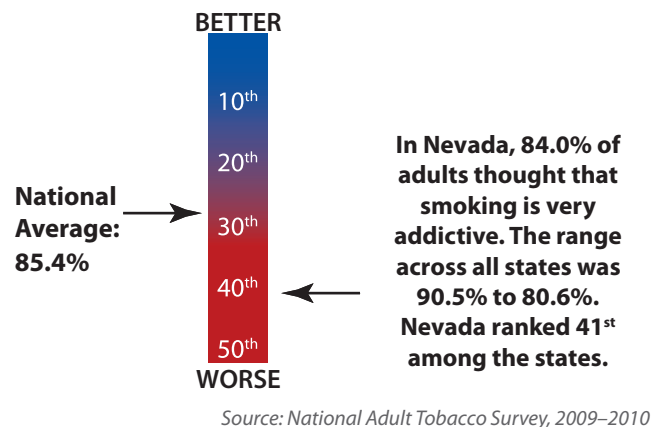
Knowledge of the Dangers of Tobacco

In Nevada, 62.3% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 84.0% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking






Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Nevada allowed local regulation of tobacco product sampling, but preempted local regulation of tobacco industry promotions and display of tobacco products in commercial establishments.

State Allows Local Laws






Promotion	Sampling	Display
 No	 Yes	 No

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Nevada required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	 No	 Yes^a	 Yes^b	 Yes

^a Annually

^b Gross Misdemeanor: Fine or Imprisonment

Note: Not all footnotes may be used.

Source: STATE System, June 2012

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Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Nevada was \$0.80 per pack, ranking 35th among the states. The tax on cigars was 30% of the wholesale price per cigar, and for little cigars the tax was 30% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 30% of the wholesale price.

Price Paid for Last Cigarettes Purchased

In Nevada, 71.6% of adult smokers bought their last cigarettes by the pack, and 28.4% bought them by the carton in 2009-2010. The average price that Nevada smokers reported paying for their last pack of cigarettes was \$5.00 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Nevada smokers reported paying for their last carton of cigarettes was \$36.22 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

